

## TO YOU WHO INHALE

(All smokers do—sometimes!)

When you inhale, exposure to irritation increases. So—choose your cigarette with care! Read what eminent medical authorities found about five leading brands of cigarettes:

On comparing . . . four other leading brands were found to average 235% more irritant than the strikingly contrasted Philip Morris —and, the irritation was found to last more than five times as long!



### FOR PLEASURE WITHOUT PENALTIES—Call for Philip Morris!

Especially when you inhale — full enjoyment of the world's finest tobaccos—with no worry about throat irritation. Superiority for the nose and throat recognized by eminent medical authorities. No other cigarette can make that statement!

## CALL FOR PHILIP MORRIS

AMERICA'S FINEST  
CIGARETTE



CREATORS OF FAMOUS CIGARETTES FOR 63 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

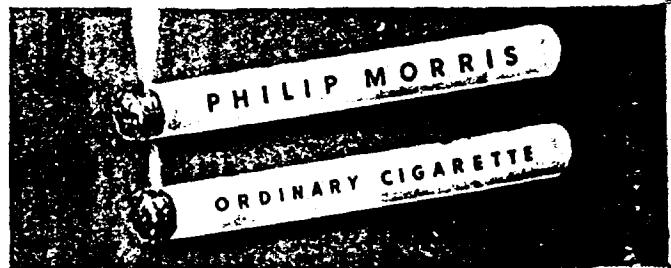
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## DO YOU INHALE?

All smokers do—some times. And inhaling increases the chance of smoking-irritation.



● Reported by eminent medical authorities is this vital difference between Philip Morris and four other leading cigarettes. On comparison, the other four brands averaged 235% more irritant than the strikingly contrasted Philip Morris. Read on.



● Further — the irritant effect of the four other leading brands was found to last more than five times as long! You can't see this difference — but you can feel it, especially when you inhale! That's vital to all who smoke!



● Especially if you inhale — Call for Philip Morris! Enjoy the world's finest tobaccos — with no worry about throat irritation.

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